



Paid Media Specialist

Full-time | MeMo

MeMo is a full-service marketing agency specialising in hospitality, working with some of the UK's most exciting restaurant, hotel, food and lifestyle brands.

We're looking for an experienced **Paid Media Specialist** to join our growing Digital team. This is a hands-on and strategic role for someone who knows paid media inside out, can develop effective paid strategies as well as execute them, and understands how to turn campaign performance into meaningful commercial results.

You'll work across a varied portfolio of hospitality clients, taking ownership of paid strategy and campaigns across Google, Meta and TikTok, alongside the tracking and measurement needed to understand what's really driving results.

The Role

You'll be responsible for developing paid media strategies and managing their day-to-day delivery, working closely with our Digital Strategists and wider account teams to ensure activity aligns with each client's wider commercial objectives.

- Developing **paid media strategies** across Google, Meta and TikTok based on client objectives, audiences and commercial priorities
- Building, managing and optimising campaigns across **Google Ads and Meta Ads**
- Managing activity across **TikTok Ads** where relevant
- Planning channel roles, campaign structures, audience strategies and budget allocation
- Managing budgets across multiple clients and campaigns
- Keyword research, audience development and competitor analysis
- Ongoing optimisation across bidding, budgets, audiences, placements and creative
- Working with our creative and social teams to develop paid-first creative approaches and identify content requirements
- Running structured creative, audience and campaign testing
- Setting up and maintaining accurate **conversion tracking across GA4, Google Tag Manager, Google Ads and Meta**
- Troubleshooting tracking and attribution issues
- Supporting implementation of Meta Pixel, Conversions API and relevant platform integrations
- Monitoring performance against KPIs including CPA, ROAS, revenue, bookings and leads
- Turning campaign data into clear strategic insights and recommendations
- Identifying opportunities to improve performance, scale investment and test new channels or approaches
- Contributing to client reporting, meetings and wider digital strategy where required
- Staying ahead of platform developments, automation, AI and emerging paid media opportunities

What We're Looking For

- **3+ years' experience managing paid media campaigns**

- Strong experience developing **paid media strategies**, not just executing campaigns
- Excellent hands-on experience with **Google Ads and Meta Ads Manager**
- Competent using **TikTok Ads Manager**
- Strong understanding of paid search and paid social strategy
- Excellent knowledge of **GA4, Google Tag Manager and conversion tracking**
- Confidence diagnosing tracking, attribution and measurement issues
- Experience managing meaningful media budgets across multiple accounts
- Strong understanding of campaign measurement, ROAS, CPA and commercial performance
- Ability to turn business objectives into clear channel and campaign strategies
- Comfortable working with data and translating performance into actionable recommendations
- Highly organised and confident managing multiple client accounts simultaneously
- Proactive, curious and comfortable taking ownership of both strategy and performance
- Experience within **hospitality, restaurants, hotels or lifestyle brands is preferred**
- Experience with **hospitality CRM, booking and guest data platforms** such as **SevenRooms, OpenTable or similar is preferred**, including an understanding of how first-party customer data can support segmentation, retargeting and retention strategies

About MeMo

We bring together digital, social, creative, PR and influencer marketing specifically for the hospitality industry. Our Digital team works across the customer journey, combining paid media, search, CRM, analytics and emerging areas such as AI-driven search to help our clients turn marketing activity into measurable growth.

This role is ideal for someone who enjoys being hands-on in the platforms but also wants to think beyond campaign management - understanding the wider business challenge, developing the right paid strategy and taking ownership of delivering against it.